## IN THE CLAIMS

Please amend the claims as follows:


1.    (Currently Amended)    A device ~~that interfaces with a remote network~~for playing back media content, the device ~~comprised of~~comprising:

a media reader;

an interface for connecting to a remote network;

a controller for controlling the device;

playback means for playing back content under control of said controller; and

an application ~~configured to control~~for causing the controller to control playback of content from a medium when inserted in the media reader, the application ~~configured~~causing the controller to access a service on the remote network via the interface in order to receive control commands, including advertising, from the services enabling the controller to control said playback means to play back the content ~~from~~on the medium ~~based upon control commands including advertising that is received from a service via the remote network~~.


2.    (Currently Amended)    The device ~~of~~as claimed in Claim 1, wherein the media reader is one selected from the group of optical disc drive, magnetic disc drive, and a flash memory card interface.

3. (Currently Amended) The device ~~of~~ as claimed in Claim 1, wherein the device is a portable wireless device, and the interface is a wireless coupling that receives the control commands from the service ~~via a wireless coupling~~.

4. (Currently Amended) The device ~~of~~ as claimed in Claim 1, wherein the received control commands control at least one of the selection and order of content by the controller to be played back by the ~~application~~playback means.

5. (Currently Amended) The device ~~of~~ as claimed in Claim 1, wherein said control commands cause the controller to playback ~~of~~ ~~a~~the received advertisement ~~is required~~ prior to playback of content from the medium.

6. (Currently Amended) The device ~~of~~ as claimed in Claim 1, wherein selection of portions of content for playback is selectable by a user, the ~~application configured to monitor~~received control commands causing the controller to monitor content selection by the user and to transmit indicia of content selection via the interface to the service on the remote network.

7. (Currently Amended) The device ~~of~~ as claimed in Claim 1, wherein selection of portions of content for playback is controllable by the application controlling said controller, the ~~application configured to monitor~~controller monitoring indicia of

user preferences with regard to currently playing content, and to transmit indicia via the interface to the service on the remote network.

8.    (Currently Amended)    The device ~~of~~ as claimed in Claim 7, wherein the indicia includes at least one of a level of content playback and a user provided indicia.

9.    (Currently Amended)    The device ~~of~~ as claimed in Claim 1, wherein the controller is controlled by the application ~~is configured~~ to play back portions of content only up to a predetermined number of times.

10.    (Currently Amended)    The device ~~of~~ as claimed in Claim 1, wherein the received control commands and advertisements are configured to only enable playback of content for a predetermined time period.

11.    (Currently Amended)    The device ~~of~~ as claimed in Claim 10, wherein selection of portions of content for playback is selectable by a user, the application ~~configured~~ controlling the controller to monitor content selection and to transmit, via the interface, indicia of content selection to the service on the remote network.

12.    (Currently Amended)     The device ~~of~~ as claimed in Claim 11, wherein the received advertisements are played back in between the content selected for playback.

13.    (Currently Amended)     A computer-readable medium having stored thereon a computer program ~~stored on a computer readable memory medium~~, the computer program ~~being configured~~ causing a processor to control playback of content from a further medium based upon control commands and advertising content ~~that is~~ received from a remote device.

14.    (Currently Amended)     The ~~computer program of~~ computer-readable medium as claimed in Claim 13, wherein the content from the further medium is at least one of audio content and video content.

15.    (Currently Amended)     The ~~computer program of~~ computer-readable medium as claimed in Claim 13, wherein the computer program ~~is configured~~ causing the processor to control at least one of the selection and order of content played back from the further medium in response to the advertising content.

16.    (Currently Amended)     The ~~computer program of~~ computer-readable medium as claimed in Claim 15, wherein playback of ~~a~~ the received ~~advertisement~~ advertising content is required prior to playback of content from the further medium.

17. (Currently Amended) The ~~computer program of~~computer-readable medium as claimed in Claim 13, wherein the computer program ~~enables~~causes the processor to enable selection of portions of content for playback by a user, the computer program ~~configured~~causing the processor to monitor content selection and to transmit indicia of content selection to the remote device.

18. (Currently Amended) The ~~computer program of~~computer-readable medium as claimed in Claim 13, wherein the computer program ~~controls~~causes the processor to control selection of portions of content for playback, the program ~~configured~~causing the processor to monitor indicia of user preferences with regard to currently playing content, and to transmit the indicia to the remote device.

19. (Currently Amended) The ~~computer program of~~computer-readable medium as claimed in Claim 13, wherein the computer program ~~is configured~~causes the processor to play back portions of content only up to a predetermined number of times.

20. (Currently Amended) The ~~computer program of~~computer-readable medium as claimed in Claim 13, wherein selection of portions of content for playback is selectable by a user, the computer program ~~configured~~causing the processor to monitor content selection, and to transmit indicia of content selection to

the remote device.